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## **PUBLIC AFFAIRS ANALYST**

Department: External Affairs  
Range:

FLSA Status: Non-Exempt  
Effective Date: November, 2016

### **General Purpose**

Under general direction of the External Affairs Manager, performs a variety of professional and administrative activities in support of District public affairs and community involvement programs; creates and develops a wide variety of printed materials and other services for use in public information programs; and performs other related duties as required.

### **Essential Duties and Responsibilities**

The duties and responsibilities listed below are intended to provide a representative list of the various types of work that may be performed. Specifications are not intended to reflect all duties performed within the job class, and incumbents may expect to perform other related similar duties.

- Coordinates District special events, tours, ceremonies, and related functions to highlight the District's initiatives and accomplishments.
- Initiates, develops, and maintains positive relationships and represents the District with elected officials, consultants, governmental, business, civic, education, industry, community representatives and groups, and the general public.
- Coordinates and assists with media activities and events; develop press releases, media advisories, and public service announcements; and support the External Affairs Manager in emergency situations including working with the public and media to convey critical District information, monitor events, and develop updates as appropriate.
- Plans, develops, and coordinates public information, community engagement, and public awareness campaigns, information programs or internal communications projects; designs and develops supporting materials; organizes and coordinates deadlines and production schedules to carry out program responsibilities.

- Plans, develops, and creates graphic material, including flyers, brochures, newsletters, fact sheets, bill inserts, charts and other print/graphic materials; coordinates timelines and schedules as well as the production and printing of materials.
- Develops content for customer and public relations collateral including outreach materials, technical reports, bill inserts, correspondence, newsletters, staff reports, fact sheets, brochures, annual reports, presentations, newspapers, magazines, public information materials, speeches, educational programs and other communications materials.
- Administers the District's social media pages and other electronic communications including developing content, determining the optimal timing and placement of messaging, and development of new digital engagement tools.
- Advances the Districts marketing and branding programs that promote the District's priorities, projects, and programs including conservation and education.
- Supports District water education, conservation, and rebate programs designed to improve water conservation efforts across the District.
- Assists with developing strategic initiatives with corresponding performance measures and goals, recommends and implements changes to District outreach and engagement processes.
- Participates in the development, update, and implementation of the District's short and long term communication plans.
- Prepares and manages Requests for Proposals/Qualifications (RFP/Q), manages the work of contractors and vendors.
- Attend and participate in professional group meetings, staying on top of new trends and innovations in the industry.
- Analyze and track legislative and regulatory issues affecting the District at the state and federal levels.
- Act as project manager as assigned, coordinating special projects and studies.
- Assists in the development of the annual budget for the department.

## **Qualifications**

### ***Knowledge of:***

- Concepts, principles, practices, methods, procedures, and techniques used in public affairs, community engagement, education, public information, marketing, branding, outreach, public speaking, and communications.
- Principles and practices of program development, management, analysis, and administration
- Methods and techniques used to collect and analyze data and prepare reports on findings.
- District organization, functions, programs, policies, procedures, and initiatives.
- Water conservation program principles and practices.
- Principles, methods, and techniques of graphic design, layout, and print production.
- Basic functions and authorities of public agencies and special districts, including the roles and responsibilities of a public governing board.
- Modern office procedures, methods, and equipment.
- Basic principles and practices of management, finance, budgeting, and accounting.
- Research techniques, methodology, analysis and interpretation.
- Safe work practices.

### ***Ability to:***

- Communicate clearly, concisely, and effectively, both orally and in writing, adapting writing and presentation styles and techniques in order to engage diverse audiences.
- Effectively organize and prioritize work.
- Identify and interpret technical information in order to effectively communicate the information with various audiences.
- Use sound judgment in applying principles, practices, methods, and techniques used on public affairs, community outreach, water conservation and education, public relations, and communications programs.
- Perform highly detailed work under changing and intensive deadlines on multiple concurrent tasks.
- Analyze issues, research and identify solutions, project consequences of proposed actions, and make and implement recommendations in support of District goals.
- Think creatively with the ability to develop innovative approaches to meet the communication needs of the District.
- Effectively represent the District in a professional manner.
- Establish and maintain cooperative working relationships with others.
- Respond to requests and inquiries from the general public.
- Provide premier customer service at all times to internal and external stakeholders and customers.

- Participate in job related activities at times other than normal business hours at locations throughout the community or region.
- Understand, interpret, and apply general and specific administrative and office policies and procedures, as well as pertinent laws and regulations.
- Develop and maintain accurate records and files.
- Operate standard office equipment, personal computers, internet, Microsoft Office products, and audio/visual equipment.
- Observe proper safety precautions.

### **Minimum Qualifications**

Any combination of education, training, and experience that would likely provide the knowledge, skills, and abilities to successfully perform in the position is qualifying. A typical combination includes:

#### ***Education:***

A Bachelor's degree in communications, marketing, journalism, public relations, public administration, business administration, political science, statistical analysis, or a related field from an accredited college or university.

Or,

An Associates of Arts degree in the aforementioned fields of study from an accredited college or university with a minimum of three (3) years of related experience in the last ten (10) years.

#### ***Experience:***

A minimum of three (3) years of increasingly responsible related experience within the last ten (10) years. A Master's degree may substitute for one (1) year of the required experience.

### **Necessary Special Requirements**

Must possess an appropriate and valid, Class "C" Driver's License issued by the California State Department of Motor Vehicles, and a good driving record.

### **Physical Tasks and Environmental Conditions**

The physical demands described below are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions on a case-by-case basis.

While performing the duties of this classification, an incumbent is regularly required to use hands and fingers to handle, or feel. The employee is frequently required to talk,

hear, and to sit and reach with hands and arms. The employee is occasionally required to stand, walk, climb or balance and stoop, kneel, crouch or crawl. The employee must regularly lift and/or move up to ten (10) pounds, frequently lift and/or move up to twenty-five (25) pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

Article 3.306

Advancement in salary is not automatic. It should be considered a reward for meritorious service. The General Manager may authorize the advancement of an employee who has performed twelve (12) months continuous satisfactory service.

An employee who furthers his/her knowledge in the field or employment may become eligible for consideration of a salary review by the General Manager. The General Manager may authorize reimbursement to the employee for cost of tuition, registration fees, required text books, certification costs and other related charges upon proof of receiving a passing grade, and /or certificate, whichever may be appropriate or both.

***THIS POSITION MAY BE ELIMINATED, OR THE DUTIES, QUALIFICATIONS AND TRAINING REQUIRED CHANGED BY THE BOARD OF DIRECTORS AND/OR THE GENERAL MANAGER, WHEN IN THEIR JUDGEMENT, IT IS CONSIDERED NECESSARY AND PROPER FOR THE EFFICIENT OPERATION OF THE DISTRICT.***